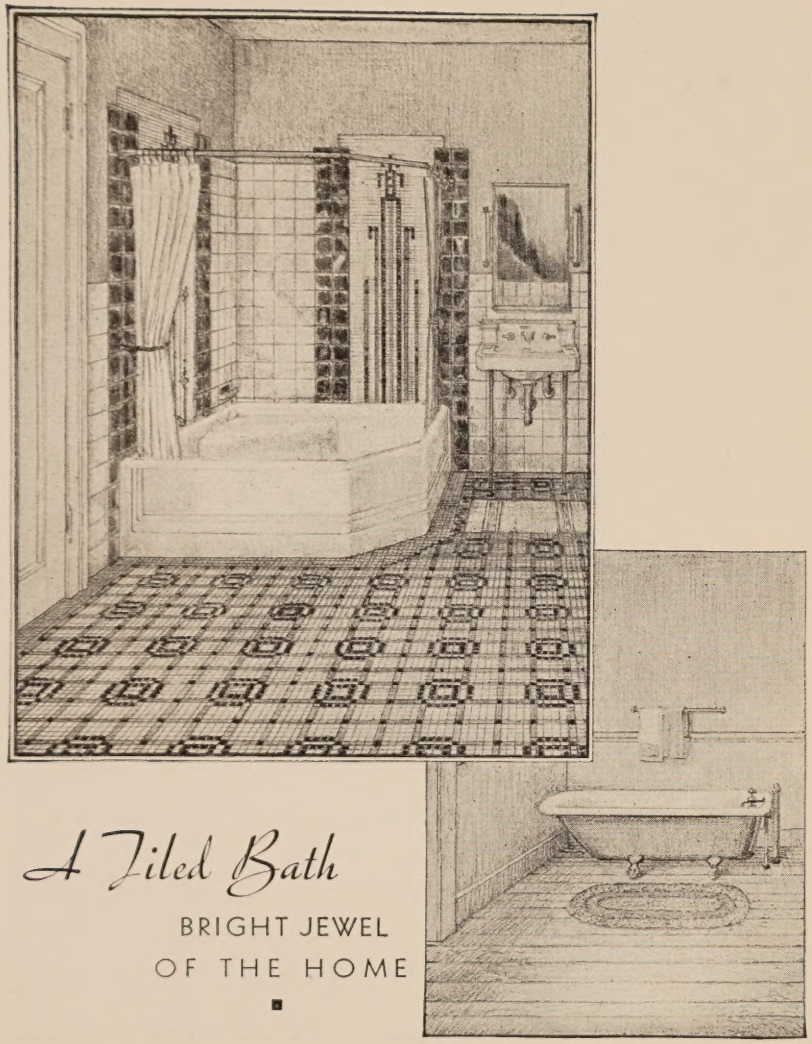
Modernize
with
REAL
CLAY
TILE



A Tiled Bath

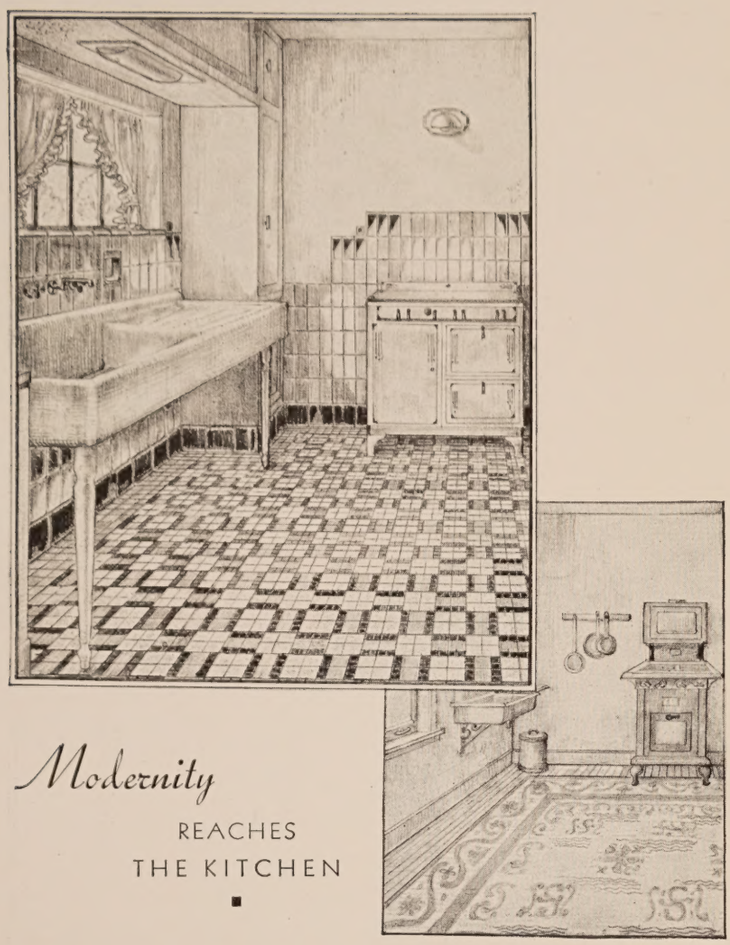
BRIGHT JEWEL
OF THE HOME

TILE ACKNOWLEDGES the sincere compliment paid by its many imitators. Each year new ones crop up, old ones sink to obscurity. They make strange claims—"just like tile" "better than tile" "cheaper than tile"—not bothering with proof. Here are a few of the rigid tests to which tile is submitted at our Research Department at Rutgers University: Abrasion, Chemical Baths, Absorption, Temperature, Stain, Sunlight, Moisture.

Before you decide about your bathroom, let a tile contractor show you the interesting facts and figures which *actually prove* the supremacy of real clay tile.

Let him explain to you the price mystery which shrouds these substitutes. Remember, a tile bathroom includes tile walls, tile floor, medicine cabinet, towel bars, hooks, soap dishes, glass holder, paper holder . . . all installed by a skilled craftsman. Remodeling or new work is one price—as low as $135—depending on size of room and your selection of tile.

MODERNIZE WITH REAL CLAY TILE



Modernity

REACHES
THE KITCHEN

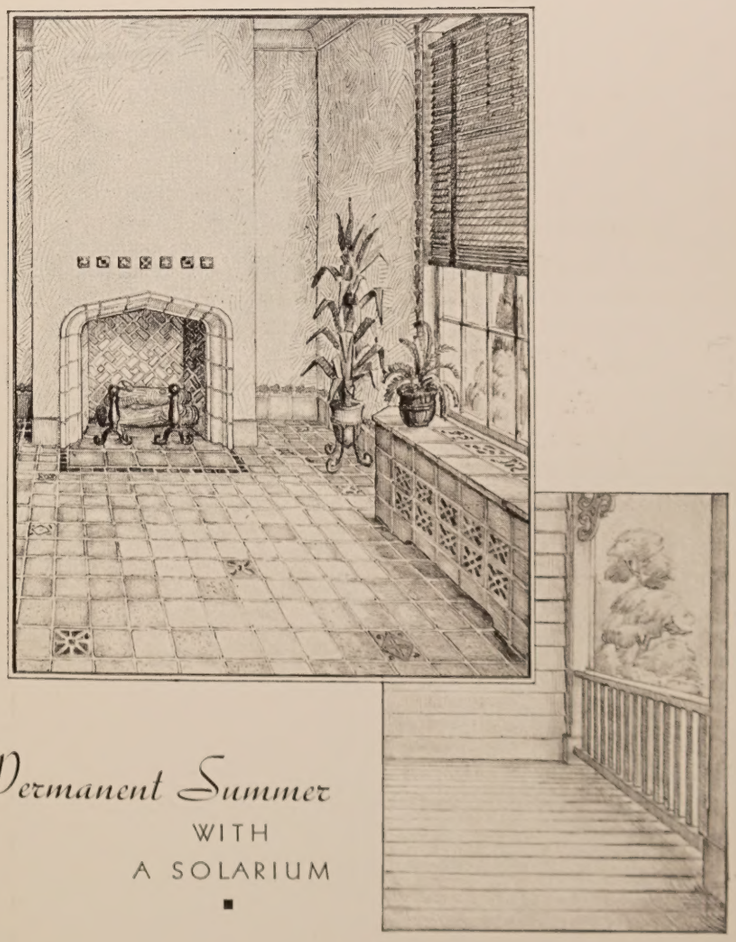
■

AN OUT-MODED KITCHEN depresses the housewife, and presents a hazard from the standpoint of maintaining cleanliness. Glazed wall tile in the kitchen answers this dual demand for beauty and efficiency.

A note of modernity is added to the kitchen decoration by an effective tiled "step up" treatment behind the range, and by the use of tile for the low wainscot and wide window sill above the porcelain sink.

A tile floor assures a maximum of satisfaction because such a flooring is inexpensive and is impervious to the destructive action of kitchen acids and greases. Tile, unlike most other kitchen flooring materials, is everlastingly durable and beautiful, requiring no resurfacing, waxing or painting. The small units readily adapt themselves to charming patterns and color combinations.

Tiles in cool greens, sunny yellows, or dynamic reds lighten household tasks, and add value to the property.



Permanent Summer

WITH
A SOLARIUM

■

UNATTRACTIVE OPEN PORCHES lend themselves beautifully to that highly decorative room, the Solarium. Thus they become year around gardens, inviting card rooms, or jolly places for children to play in the health-giving rays of the sun.

Tile for the porch is an ideal flooring material and is suggested in glowing russet tones, or mossy greenish blends. By all means add a tile fireplace to assure comfort during the long winter evenings. Color and individuality are introduced in glazed tile inserts . . . perhaps of Hispano motif . . . above the mantel.

A tiled window sill furnishes a place for gay potted plants and bric-a-brac. The unsightly radiator may be concealed by grille work . . . a novel ceramic creation which is gaining vast popularity.

Rough plaster or textured walls complete the scheme, charming in golden buffs or yellows to catch the glowing tones of the sunlight.

MODERNIZE WITH REAL CLAY TILE

WHETHER it's the Bathroom, scene of steamy showers, water fights by Young America, hot, luxurious soakings by the family Princess, or whether it's the frivolously tinted Powder Room, the Entrance Hall of warm charm and vast endurance, the modern Kitchen, gay Solarium, or outside Porch, *architects say "Tile!"*

Follow the example of Hospitals which take no chances, of Swimming Pools, indoors and out, the modern Grocery, Theater Lobbies, Store Fronts, Public Buildings, where beauty and endurance make tile a necessity.

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Anderson, Indiana, U.S.A.

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FLOOR AND WALL TILE

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